

*Inspiring Individuals,
Encouraging Excellence,
through Education-based Athletics*



Strategic Plan 2012-2017

NCHSAA Board of Directors 2014-15

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**Executive Committee*



Letter from Commissioner Whitfield



A couple of years ago, over 60 school administrators, athletic directors and coaches met to discuss the direction of the NCHSAA over the next three to five years, including its mission, vision and strategic objectives. The group worked diligently to put this plan together, and our staff has worked hard in terms of implementation since then. We have made tremendous progress toward many of these goals and continue to strive to reach the vision as a national model for developing and inspiring greatness through interscholastic athletic experiences.

2012–2017 STRATEGIC PLAN

PRIORITIES

PRIORITY 1: **Education and Development**

3–5 Year Goals

- All athletic personnel will be highly qualified.
- The NCHSAA will be led by great leaders.

PRIORITY 2: **Communications and Public Relations**

3–5 Year Goals

- Communicate the value of high school athletics to all publics.
- Develop a feedback collection mechanism to improve association effectiveness.

PRIORITY 3: **Budget, Funding, and Revenues**

3–5 Year Goals

- Distribute available funds to member schools.
- Expand corporate partnerships.
- Increase transparency of the annual budget.
- Renovate the NCHSAA building to bring it up to 21st century standards.

PRIORITY 4: **Policy and Procedures**

3–5 Year Goals

- Conduct in-depth studies to review NCHSAA policies and procedures.
- Provide easy access to answers to questions/issues about NCHSAA policies and procedures.

PRIORITY 5: **Safety and Well-Being of Students**

3–5 Year Goals

- Improve sportsmanship among all stakeholders.
- Reduce the risk of injuries.

5-YEAR STRATEGIES

PRIORITY 1

Goal 1

1.1.1 All new and non-faculty coaches will complete the NFHS Fundamentals of Coaching Course.

1.1.2 All existing coaches will complete the NFHS Fundamentals of Coaching Course.

1.1.3 All coaches will achieve Accredited Interscholastic Coach (AIC) and national certification

1.1.4 NCHSAA will collaborate with the North Carolina Coaches Association to develop and implement a coaching cadet program.

1.1.5 The NFHS athletic administrators' certification program will be incorporated into the plan.

1.1.6 Appoint a committee to develop a plan for an athletic officials development program.

1.1.7 Develop and/or identify resources and materials and make them available to principals and superintendents.

1.1.8 Develop a leadership institute for athletic directors and principals.

Goal 2

1.2.1 Develop a succession plan for association senior leadership.

PRIORITY 2

Goal 1

2.1.1 Establish a communications committee to evaluate the existing communication efforts and address opportunities for improvement.

2.1.2 Evaluate the existing association tagline.

2.1.3 Include the three most significant values/beliefs (sportsmanship, integrity, fair play) in association communications and presentations.

OUR MISSION To provide governance and leadership and enrich the educational experience

2.1.4 Create state advocacy efforts to support signature programs.

Goal 2

2.2.1 Seek input from schools on preferred means of providing annual feedback.

2.2.2 Determine a process for addressing issues raised by the membership in the areas of Hardships, Eligibility, Officiating, and Regulations.

2.2.3 Determine a process for addressing issues raised by the general public.

2.2.4 Utilize Board members in collecting feedback from members within regions.

2.2.5 Obtain feedback from the City-County Athletic Directors.

2.2.6 Obtain feedback from the Student Athlete Advisory Council (SAAC).

PRIORITY 3

Goal 1

3.1.1 Board of Directors will evaluate its policy on operating fund reserves.

3.1.2 Appoint an Endowment Advisory Committee.

3.1.3 Utilize the Endowment Advisory Committee to develop the education campaign.

3.1.4 Board of Directors will evaluate funding sources and possible availability.

Goal 2

3.2.1 Identify potential new partners and determine mutual benefits of a partnership.

3.2.2 Develop strategies to retain and expand partnerships.

Goal 3

3.3.1 Post the budget on the School Central page on the association website.

3.3.2 Share and discuss the budget with the membership.

Goal 4

3.4.1 Use year-long 100th year celebration in 2013 to promote the need for office renovation project and secure financial support.

3.4.2 Develop a timeline, budget, financing plan and construction plans and present to the Board.

PRIORITY 4

Goal 1

4.1.1 Identify policies and procedures that need to be reviewed and make appropriate recommendations based on feedback from various groups.

Goal 2

4.2.1 Appoint an ad-hoc committee to evaluate the present website and offer recommendations on needed changes.

4.2.2 Add full-time webmaster position to manage programming.

PRIORITY 5

Goal 1

5.1.1 Collaborate with sports associations and schools to create local programs to emphasize good sportsmanship.

Goal 2

5.2.1 Utilize the existing Sports Medicine Advisory Committee to develop professional development strategies.

5.2.2 Collaborate with the NC Athletic Trainers Association and the Sports Medicine Advisory Committee.

5.2.3 Develop communications to athletic directors and coaches on the importance of proper equipment, in the proper condition.

5.2.4 Review and emphasize risk management, practice limitations, lighting standards, temperature and other safety measures.



Our Vision

The NCHSAA will be the national model for developing and inspiring greatness through interscholastic athletic experiences.



Core Values

- Sportsmanship
- Integrity
- Fair Play
- Honesty
- Respect
- Equity
- Fair Competition
- Development of Student-Athletes

Partnership for interscholastic athletic programs that support the experience of students.

GOALS AND STRATEGIES

The goals and strategies offer specific areas of focus that are being addressed between 2012 and 2017. The goals reflect the mission, vision and core values of the North Carolina High School Athletic Association and its commitment to serving the member schools and student-athletes to its fullest capacity. The strategies outline specific tasks to complete in order to accomplish the overall five year Strategic Plan. Many of the strategies may be completed within year one while others may take two, three, four or five years to complete.

Strategies Completed by Year

	2012-13	2013-14	2014-15	2015-16	2016-17
Strategy 1.1.1					
Strategy 1.1.2					
Strategy 1.1.3					
Strategy 1.1.4					
Strategy 1.1.5					
Strategy 1.1.6					
Strategy 1.1.7					
Strategy 1.1.8					
Strategy 1.2.1					
Strategy 2.1.1					
Strategy 2.1.2					
Strategy 2.1.3					
Strategy 2.1.4					
Strategy 2.2.1					
Strategy 2.2.2					
Strategy 2.2.3					
Strategy 2.2.4					
Strategy 2.2.5					
Strategy 2.2.6					
Strategy 3.1.1					
Strategy 3.1.2					
Strategy 3.1.3					
Strategy 3.1.4					
Strategy 3.2.1					
Strategy 3.2.2					
Strategy 3.3.1					
Strategy 3.3.2					
Strategy 3.4.1					
Strategy 3.4.2					
Strategy 4.1.1					
Strategy 4.2.1					
Strategy 4.2.2					
Strategy 5.1.1					
Strategy 5.2.1					
Strategy 5.2.2					
Strategy 5.2.3					
Strategy 5.2.4					

**YEAR 1: 37 STRATEGIES INITIATED; 8 COMPLETED • YEAR 2: 24 TOTAL COMPLETED
YEAR 3: 28 TOTAL TO BE COMPLETED • YEAR 4: TBD • YEAR 5: 37 TO BE COMPLETED**

